A Ph.D. Synopsis entitled

'A STUDY OF SELECTED BRAND IMAGE AND ITS IMPACT ON CONSUMER'S BUYING BEHAVIOR WITH REFERENCE TO JALGAON DISTRICT'

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Introduction:

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behavior. For marketers, whatever their companies' marketing strategies are, the main purpose of their marketing activities is to influence consumers' perception and attitude toward a brand, establish the brand image in consumers' mind, and stimulate consumers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share and developing brand equity. Brand equity is the focus of both academics and practitioners; however, there is no paradigm among the brand equity studies by now. Most studies measure brand equity from perspective of consumer or from the company itself. On one hand, some researchers believe that consumers' subjective perception (e.g., attitude, assessment, satisfaction, etc.) of the brand is the key to brand equity. Although the consumption decision will be influenced by brand features and attributes, it is determined by consumers' perception about the brand image in a deeper sense. Despite the change of consumers' life style and the way of information processing, brand image remains the dominant impact factor of consumption decisions. On the other hand, some researchers believe that brand equity should be evaluated in terms of market share, market value and cash flow. Also, extant studies take financial performance and non-financial performance as the manifestation of brand equity. Financial performance can be described as brand premium and market share; non-financial performance refers to the brand awareness, brand reputation, brand loyalty and brand association. Following the brand equity analysis in the perspective of consumer and perspective of non-financial performance, this study analyzes the relationship between brand image and brand equity by examining consumers' attitude and purchase intention.

Brand:

The word brand is taken from the word firebrand which means a burning piece of wood. The concept of brand starts with the ancient Egyptians. They were engaged in Livestock branding where they used to protect their cattle by different symbol burned into the animal's skin with hot branding iron. The term now extended to mean a strategic personality for a product or company. Now a days consumers define the worthiness of a product by its brand image in the market. The components of brand include product design, brand image, brand equity, brand value, brand loyalty and many more. This research study is based on selected Brand Image.

The term brand is a type of a product which is manufactured by the company under a particular name. It is nothing but a name, design, logo from which one's goods/services differs from others. Branding is different concept from Brand. As Brand is an intangible thing that helps people to identify a company, product or individual. It is a marketing tool to identify particular goods or services. At the same time, Branding is the set of actions to be taken to build a particular brand. Brands are used in business, marketing and advertising for recognition.

Brand Image:

Brand image is how customers thinks of a particular company's product. It is nothing but perception of the brand in the mind of the consumer. It is a mixture of ideas, beliefs, trust, impression of a brand that a customer holds. Brand image differs from consumer to consumer. Hence to build a brand image in the mind of customer is a huge task to do for the businesses. Now a days, customers became brand conscious. Companies spent more of their time, money and resources in building their brand image. The idea behind setting brand image is that customer is not purchasing just the product/ services but also the image associated with the product. Brand image develops and conveys the product's character in unique manner different from its competitors.

Brand image has been studied extensively since the 20th century due to its importance in building brand equity. In the increasingly competitive world marketplace, companies need to have a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies. In the following paragraph, we will discuss the relationship between consumers' cognition of brand image and consumer behavior.

Selected Brands in Jalgaon District

A strong brand image helps to earn more profits as new customers are attracted towards the brand. It helps to boosts the confidence in the mind of the consumers. Thus, due to these reasons many new international as well as domestic brands are growing day by day. This leads to heavy competition among the companies. There are plenty of brands available in India. In this research, study will be conducted on selected brand image and their impact on consumer buying behavior in Jalgaon district, these brands are:

1. **Coca Cola**

   It is a sweetened carbonated beverage company. The coca cola company is an American multinational company and is very popular among its people. The products of coca cola company are sold in more than 200 countries. The Coca cola ranks number one soft drink making company in the world. It holds 51 percent share of global market. Coca cola's red and white trademark is considered as worlds most recognized trademark.

2. **Lakme**

   It is an Indian cosmetic brand owned by Hindustan Unilever Ltd. Lakme is a beauty brand and most commonly used by Indian women. Lakme is recognized as one of the leading cosmetics brands in India. This brand was started by JRD Tata on account of request of then Prime Minister Jawaharlal Nehru in 1952. As he was worried about Indian women who were spending valuable foreign exchange on cosmetics. Thus, becoming first home-grown cosmetic brand in India. Lakme is thought to be India's first cosmetic brand to introduce makeup to Indian women.

3. **Samsung Electronics**

   Samsung Electronics co. ltd is a South Korean multinational electronics corporation which successfully runs electronics business globally. It provides wide range of electronics items such as smartphone, tablets, TVs, home appliances, audio sound, watches, mobile accessories and many more. Samsung is the world's largest manufacturer of mobile phones and smart

phones. Samsung sets high value for the technologies. It has created a strong brand image in the mind of the consumers.

4. **Peter England**

Peter England is a popular clothing brand. Peter England was established in Ireland in the year 1889, to provide fine khaki Trousers to British soldiers. Peter England came to Indian market in 1997 and was acquired by Aditya Birla group in the year 2000. It soon rose in popularity and become India's leading Menswear brand. It has become the most trusted brand and is very famous among the Indian Men. It has build a very strong image in the mind of consumers over the years.

Consumer's Buying Behavior:

The study of consumer behavior is the study of how individuals make decisions to spend their available resources on consumption related items. It includes the study of what they buy, how they buy, where they buy, when they buy, why they buy. Consumer buying behavior is the decision process and acts of people involved in buying and using products. There are various factors that affects consumer buying behavior such as Personal factor, social factor and psychological factor.

The process through which consumers proceed while making their buying decisions is known as Consumer buying decisions process. It includes need, problem awareness, information search, evaluation alternatives, purchase decision and post purchase behavior. Those brands which initially comes to mind when considering purchase are called evoked set. Post purchase behavior is nothing but the feedback given by the consumer after buying the product.

Review of Literature:

- Hafiza Ayesha Riaz in her research titled "Impact of Brand Image on Consumer buying behavior in clothing sector: A comparative study between males and females of Central Panjab and Southern Panjab" has studied the consumer buying behavior, important of roles of brand, brand image, consumer perception and consumer awareness. Her study is based on quantitative data for which questionnaire method was used. She focused her research on perception of Males and Females of Central Panjab and Sothern Panjab.
- Yi Zhang in his research titled "Impact of Brand image on consumer behavior: A literature Review" has differentiated brand image, customer satisfaction and customer loyalty. He has also stated the emotional branding. He studied the impact of brand image on consumer's behavioral intention. He Studied consumer's memories about the brand through marketing campaigns.
- Umair Abbas, K.M. Anwarul Islam, Sajid Hussain, Muhammad Baqir (2021) in their research named " Impact of Brand image on customer loyalty with the mediating role of customer satisfaction and brand awareness " has explained the impact of brand image on consumer loyalty. Their research shows that brand image and customer loyalty is very important with customer satisfaction and brand awareness. They used SPSS software for the study of the research.
- Anupama Sundar D (2018) in her research titled "The impact of Brand image on Customer loyalty and Commitment" has studied the factors behind the laptop purchase decision of the

consumer. Her research study is based on how laptop brands can influence customers loyalty and commitment. In her study she has taken five laptop brands i.e. Apple, HP, Dell, Lenovo and Samsung. Her findings indicate that customers willing to buy laptops are mostly influenced by Brand Association, Brand awareness and product quality.

- Muhammad Sabbir Rahman, Md. Mahmudul Haque and Bashir Hussain (2012) in their research named " Brand Image and its impact on Consumer's Perception: structural Equation Modeling approach on young consumer's in Bangladesh" has explained the impact of brand image towards young consumer's perception in selecting beverage products. Their research study is based on the Dhaka city capital of Bangladesh. They analyses the data by exploratory, confirmatory and structural model and tests the hypothesis. They found that consumer's perception is widely varied with the service quality, brand image and customer's satisfaction and young are very much concerned about brand image.
- Afzal Kabir Rahul (2021) in his research titled "The impact of brand image on the customer: A Literature Review" has studied Brand loyalty is an important customer decision. He concludes that customers buys the product from the same brand repeatedly under the influence of brand loyalty and brand trust. Brand loyalty plays an vital role in consumer satisfaction and in commodity sale.
- Ming-Huei Hsieh, Shan L Pan, Rudy Setiono (2004) in their research titled " Product-, Corporate-, and Country- Image dimensions and Purchase Behavior: A Multicountry analysis" stated that corporate image and country image goes hand in hand . This research study is based on consumers perceptions that are based on firms advertising and other factors. The researchers findings are based on secondary data in economic and cultural sectors. The Findings shows that corporate image and country image impacts on consumers buying attitude.
- Fatima Sarwar, Aftab, Muhmmad Tashseen Iqbal, Iqbal (2014) in their research named " The impact of branding on Consumer buying behaviour" has explained about brands and their impact on customer while purchasing commodity. His findings shows that consumers are very much of brand conscious and are more aware of the brands. The more the consumer attracted towards a brand , more the loyalty towards the brands. Consumers who are socially active are very much connected to brand and are considered brand to their status.
- Sanja Rudinski (2016) in the research named "Consumer Perception of Brand Personalization – Adbuster as Anti-Brand" examined the relationship between the consumer and brand. Study shows that how consumers perception of brand personalization before and after seeing adbuster subadvertisements which influences consumers relationship with brands.
- Priscillia Ukpebor and Bibiana Ipogah (2008) in their research study named "A study to indicate the importance of consumer based – Brand Equity on Consumer perception of brand (A case study on fast food restaurants)" stated the importance of brand awareness, brand equity, brand loyalty, brand image and quality in relation to fast food restaurants. They used a structured questionnaire method and data collected through surveys.
- T. Sabri ERDIL (2015) in his research study named "Effects of consumer brand perceptions on store image and purchase intension : An application in apparel clothing" has stated the effects of brand image, brand equity, quality, brand value, brand price and pre purchase behavior of customer in relation to apparel clothing sector. Researcher collected data through questionnaire method and interview method.

- Chao Sen Wu and Tien- Tze chen (2019) in their research titled "Building brand's value: Research on Brand Image, Personality and Identification" has examined the relationship between three research variables i.e. Brand image, Personality and Identification related to brand. The study shows that Brand image positively influence brand personality and brand identification. Similarly, Brand Personality and Brand Identification positively influences the Brand image. For this study, researcher used structured data.
- Maiju Laiho & Eini Inha (2012) in their research titled "Brand Image and Brand Awareness case study: Finnair in Indian Market" focused on brand image and brand awareness reference to airlines industry , company Finnair in Indian market. For this study Empirical research method has been adopted. Data were collected through Web Survey among the students of Indian university. It has key words of brand image, brand awareness and consumers perception.
- Egle Petrauskaite (2014) in the research titled "Effect of Brand Image on Consumer Purchase Behavior : International Footwear Market comparison" has explained the effect of footwear brand image on the consumer purchase behavior. This research is based on two countries, namely Lithuania and Denmark which were selected for the further study. Data collected from investigation and Interviews were taken to conclude the study.

Objectives of the Research:

1. To understand the concept of Brand and Brand Image.
2. To Study the Importance of Brand Image.
3. To know the impact of Brand Image on Consumer Buying Behavior.
4. To find the relationship between Brand Image and Consumer Buying Behavior.
5. To identify the influence of consumers towards selected Brand Image.
6. To study the selected Brand Image with reference to Jalgaon district.

Hypothesis of the Study:

1. There exists close association between demographic and socio-economic status of consumers and their level of awareness towards brands available in the market.
2. There exists close relationship between consumers' association with the brands and their prescribed values about the brands.
3. There exists close association between brand equity dimensions and buying behaviour of consumers towards selected brands.
4. There is positive relationship between brand image and consumers buying behavior.

Scope of the Study:

Aim of this research study is to find out selected brand image and its impact on consumer's buying behavior. The study focuses on various factors like brand , brand image , consumer behavior, consumer satisfaction , goodwill of the company etc. which affect consumer's behavior while purchasing a commodity or service.

Research Methodology:

Type of research

Descriptive research, applied research and conclusive research analysis based on correlational approach will be used for analyze and interpretation of data.

Sources of Data

This research study will be based on Primary data as well as Secondary data. For this purpose, Primary data will be collected through Interviews and surveys. Secondary data will be collected from Books, Magazine, News Paper, Journals, Articles etc.

Data Collection and Sampling Method

Data will be collected through the survey and Interview method. Convenient sampling method will be used for data collection.

Tools for Analysis

Suitable statistical tools will be undertaken to analyze and the result will be interpreted appropriately to conclude its findings.

Limitation of the study :

1. The research study is limited to Jalgaon district only.
2. The study focuses on selected brand image only.
3. Findings of the survey are based on some assumptions.

Chapter Plan :

Chapter 1 – Introduction and Research Methodology

Chapter 2 – Review of Literature

Chapter 3 – Demographical and Market Profile of the Jalgaon

Chapter 4 – Brand image and its impact on consumer buying behaviour

Chapter 5 - Data Analysis

Chapter 6 – Findings, Conclusion and Suggestion

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